

Press release

2013/03/19

Henkel with expanded product portfolio at ICE trade fair in Munich

New clear-on-clear water-based acrylic PSA with unique technology to resist water whitening

At this year's ICE in Munich from March 19 to 21, Henkel will be presenting innovative pressure sensitive adhesives (PSA) for manufacturing labels and self-adhesive films. With the acquisition last year of the high-performance pressure sensitive adhesives product range of the US-based specialty chemicals company Cytec Industries Inc., Henkel has further enhanced its competencies in high-performance pressure sensitive adhesives.

The PSA technologies acquired from Cytec are used in the packaging, automotive, electronics and durable goods industries to give foils and films, tapes and labels special adhesive characteristics. The core categories in Henkel's PSA technologies are solvent-based and water-based adhesives, hotmelt adhesives, and UV-curing systems.

Particularly in the water-based category, Henkel has been able to expand its existing portfolio in Europe and now offers these products for all market segments. Former Cytec customers, in turn, now also have access to Henkel's established range of hotmelts.

Aquence PS 6025

One innovation that Henkel will be showcasing at the ICE, the industry event for converting specialists, is the new water-based acrylic adhesive Aquence PS 6025. This PSA is especially suited for sticking transparent films to transparent substrates, such as clear glass or plastic. Thanks to its high water whitening resistance, Aquence PS 6025 itself remains ultra-clear, even when exposed to moisture, such as the condensation water that can form on a beverage bottle. Competitor products can have a tendency to become yellowish or milky in the presence of moisture.



The adhesive bonds excellently to polar substrates while still adhering well to nonpolar surfaces. It also shows good low-temperature performance and good shear resistance. Films coated with Aquence PS 6025 are easy to cut, making it possible to speed up the production of products such as self-adhesive labels.

This water-based adhesive is APEO-free and, as a low-migration product, it helps customers to achieve more sustainability in their production processes.

Duro-Tak 3214

At the ICE, Henkel is presenting its PSA adhesive Duro-Tak 3214, which is initially removable and permits repositioning before achieving its final, permanent bond strength. Its ease of use facilitates the large-area application of adhesive tapes and graphics films without loss of material, and even to surfaces that are very difficult to bond. Duro-Tak 3214 can be applied with conventional application equipment and enables the production of high-grade laminates with even better performance.

The adhesives based on solvent acrylics are known for their versatility, strength and resistance to all forms of weathering and to chemical aggression. They can be used among other things for sticking advertising graphics films to buses and decorative films to cars.

Henkel can be found at booth 1013 in Hall A5 at the ICE.

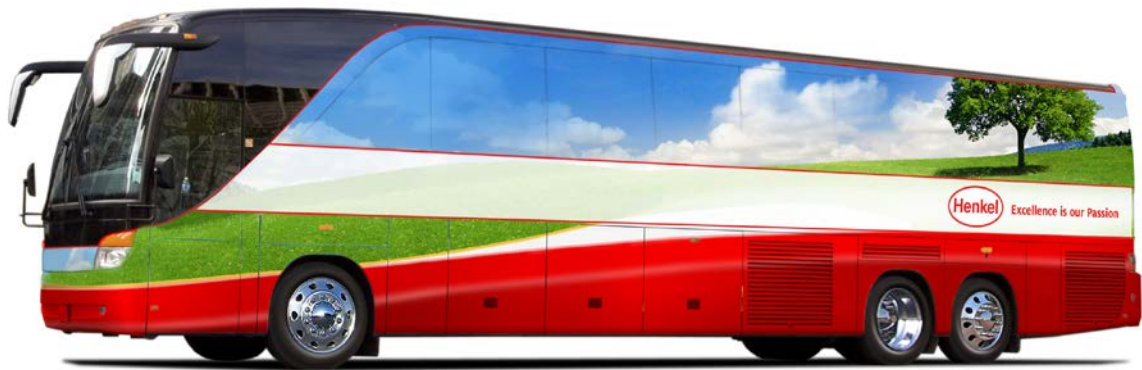
Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

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The following material is available:



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